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I hereby certify that this correspondence is being transmitted to the United States Patent and Trademark Office via facsimile to (703) 872-9306: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on this date: <u>June 20, 2005</u>			
Typed or printed name	<u>Nancy Kloster</u>		
Signature	<u>Nancy Kloster</u>	Date	<u>6/20/05</u>

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

GROUP ART UNIT:

EXAMINER:

In re application of:)	
Michael Brinkman, et al.)	For: Label Holder for a Shelf Price
)	Channel
Application No: 10/743,215)	
)	
Filed: 12/22/2003)	
)	
Attorney Docket No. 502119)	

**REVOCATION OF
FORMER POWERS OF ATTORNEY AND
NEW POWER OF ATTORNEY BY ASSIGNEE OF ENTIRE INTEREST**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Southern Imperial, Inc. Company (hereinafter the "assignee") is the assignee of record of the entire interest of the above-identified U.S. patent application, and has a place of business at 1400 Eddy Avenue, Rockford, Illinois 61103

Pursuant to 37 CFR 3.73(b), the undersigned has reviewed evidentiary documents establishing a chain of title from the inventor(s) to the assignee and, to the best of the undersigned's knowledge and belief, certifies that title is in the assignee. An assignment from the inventor(s) to the assignee was recorded in the U.S. Patent and Trademark Office from Inventors Michael Brinkman and Kirk Lewis to Southern Imperial, Inc. recorded 3/15/2004 at Reel 015080, Frame No. 0281.

The assignee hereby revokes all previously given powers of attorney and appoints the following as its attorneys to prosecute and transact all business in the U.S. Patent and

MWA1197997

In re Appln. of Michael Brinkman, et al.
Appln. No. 10/743,215

Trademark Office connected with the application, including the following: to receive all documents issued by the U.S. Patent and Trademark Office based thereon; to file continuation, continuation-in-part and divisional applications based thereon; to pay any and all fees, including maintenance fees for any resulting patent; and to file for reissues and extensions and to request reexamination of any resulting patent. All such powers are to be exercised separately or collectively.

Please recognize Reinhart Boerner Van Deuren Ltd. as Attorneys in this case: Customer Number 53609.

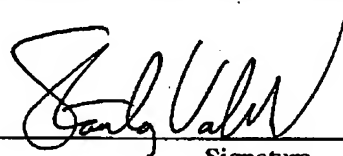
53609

The assignee requests that correspondence concerning this application be directed to Reinhart Boerner Van Deuren Ltd.: Customer Number 53609.

53609

The assignee also requests that all telephone calls be directed to Andrew J. Heinisch at (815) 484-1900.

Date: June 15, 2005



Signature
Stanley Valiulis

Typed or printed name of person authorized to sign on behalf of Assignee
CEO - President

Title